

BEST STATION: FOOD AND BEVERAGE
C A T I E S 2 0 2 0



HOKEY POKEY POKE BOX

Description of event

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Sprawling greenery, exotic African flare, fresh herb pots, and colourful woven baskets were the backdrop for a celebrated African product launch event which inspired our culinary design, with our brand new interactive poke bowl action station, Hockey Pokey, taking centre stage.

The beloved poke bowl is said to originally be from Waikiki, Hawaii, home to a unique and exciting mix of East meets West cuisine.

We put our spin on this new culinary invention with our bright and vibrant African-inspired poke station, making it the latest, fresh, raw and trendy culinary Action Station on the food scene.



NESPRESSO.

REVIVING ORIGINS

WE'RE HELPING ONCE FADED
COFFEE REGIONS CREATE
SOMETHING TRULY REMARKABLE.



Description of the station design and presentation

H O K E Y P O K E Y P O K E Y B O X

Modern cuisine coupled with a sexy new food culture was the winning recipe for this experiential event, where we conjured up a stylish action station that was a feast for both the eyes, the soul and the palate.

Our Gourmet Experience Artists wanted to take our vibrant guests on a culinary journey that would enable them to find themselves in new place without having to take the flight- an adventure of a lifetime.

Our team delighted in designing a Poke Bowl station that had our guests mesmerized with the kaleidoscope of colours and ingredients on offer.

Our custom-made double sided 2 meter-long narrow white action station was loaded with a rainbow of captivating colour and taste, featuring fresh, rare, healthy and vibrant ingredients showing off an array of textures and scents.

Who doesn't love to customise their meal? We all do!

This is an ever-growing trend we are noticing at events, and successfully delivering on for our esteemed clients, foodie guests and bloggers who are always looking for unique experiences. What better way than to invite our guests to an action station with so many fresh and limitless ingredients to select from.

As part of the culinary experience and to enhance the taste, we created a living herb garden for guests to pick fragrant herbs from, awakening their touch and scent for an extra element of personalization.





Pineapple

Description of the creative process used to design the station

H O K E Y P O K E Y P O K E Y B O X

When our Culinary Designers developed the Poke Bowl action station idea they knew they would capture the hearts of guests and awaken their gourmet curiosity by trying ingredients they normal wouldn't experience at an event.

We wanted guests to feel as if they could be transported through their use of imagination when indulging in the station with all it's sumptuous ingredients and living design concepts.

Through the incorporation of so many different ingredients to choose from we were able to make this station completely inspiring, customizable and mesmerising, with people first enthralled with it's diversity and visual appeal, and then going back for more delicacies, and pics for Instagram of course!

We incorporated various fresh fruits, healthy vegetables, raw fish, roasted nuts, seeds, herbs and daring dressings.

The colourful station was embellished with unique produce all boasting different ways of being cut, sliced or presented. This included julienne carrots, charred cucumber sticks, crispy harissa roasted chick peas, edamame beans, juicy heirloom tomatoes as well as raw, cured, diced and smoked fish.

A sensational interactive station was the perfect talking point for this sensory event which included live African melodies with dramatic Zulu drum beats awakening the spirit of our bright African nation reminding them that revisiting their origins is an imperative way to stay connect to their roots.



Smoked salmon

White cheddar herb croutons



BLISS
JUICE

WHAT'S INSIDE

Root Boost 02

Beetroot
Pineapple
Cucumber
Ginger

SHAKE WELL BEFORE USE 500ML

BLISS
JUICE

WHAT'S INSIDE

Root Boost 02

Beetroot
Pineapple
Cucumber
Ginger

SHAKE WELL BEFORE USE 500ML

Several glasses of dark red juice are arranged on the silver tray, each garnished with a slice of fresh cucumber. The glasses are filled with the same dark red juice as the bottles.

Detail the set up and functionality of the presentation

H O K E Y P O K E Y P O K E B O X

With our unique flair for décor and design, our stations are always a hit amongst our guests and they are continually expecting the next best creation from us.

Given that there are always such high expectations, we are continuously driven to invent new ways of executing our fabulous ideas.

Our creative team is inspired to create, dream and inspire. We are people with passion.

Instead of a table with various bowls and platters filled with items to select from, we designed and had a custom created double sided 2-meter sleek white bar made up to host our perfect action poke station.

The vibrant color burst ingredients were closely grouped next to each other for effect with food nametags to assist with distinguishing each item and keeping in mind allergies and dietary requirements.

As many items on the station were fresh and raw, our culinary team timeously prepared all individual items beforehand, then refrigerated them, locking in the freshness and later assembled them just before the chefs took out the station, promising only the very best quality that we pride ourselves on.

Our team really enjoyed putting this action station together and it was a huge triumph with guests devouring our gourmet masterpiece.





Description of challenges or obstacles and how they were overcome

H O K E Y P O K E Y P O K E Y B O X

Our team loves a challenge and when they are faced with them, they think out of the box for the best possible way to solve the problem without compromising on the experience or quality.

The poke station was filled with an array of fresh items for guests to indulge in, with our team maintaining the highest level of quality and sophistication.

The most important element of this concept was ensuring that all items were of the same quality when served as when they were prepared.

Also, it needed to look tidy and full all the time. This was achieved by preparing the items timeously ahead of service and keeping them chilled in the fridge, and then put out just before service and keep replenishing.

An obstacle which we had to factor in was that the station was only going to be brought out and placed in view of the guests just before service, because of space limitations and the programme of events dictated this.

Our Operations team demarcated an area beforehand discreetly with subtle markers on the floor resulting in them knowing exactly where to place it when the event had commenced.

This was certainly a feel good event and the energy was contagious allowing our team to succeed in bringing this trendy new Action Station to life.





Recipes

Hokey Pokey Poke Box Action Station

Ingredients

- Various heirloom tomatoes sliced in half and dusted with cracked black pepper
- Julienne sliced peppers – red, green and yellow
- Cucumber sticks
- Lemon soaked avocado slices
- Spring onion slivers
- Julienne carrots
- Garlic and herb croutons
- Feta cheese blocks
- Kalamata pitted olives
- Sliced red onion
- Black sesame seeds
- Blanched edamame beans dusted with coarse salt
- Mixed roasted rosemary nuts
- Toasted coconut slivers
- Wasabi mounds
- Pickled ginger shavings
- Smoked salmon ribbons
- Cream cheese
- Glass noodles tossed in olive oil
- Shredded red cabbage
- Fresh micro greens
- Spicy soy sauce
- Pomegranate vinaigrette

Method

1. Chop and slice all fresh ingredients and set aside in separate containers
2. Blanch edamame beans (out of shell) for 10min, dust with cracked black pepper and set aside
3. Quick boil glass noodles in boiling water for 12 min, remove and strain, drizzle olive oil and toss – set aside
4. Prepare a large enough container for service – we had custom long white deep boxes x2 manufactured on stands for easy 360 degree service to eliminate queues.
5. Begin placing all your ingredients into the box, side by side, make sure all your ingredients are clearly separated for guests ease
6. Set up your vinaigrettes, drizzles and cream cheese in jugs and bowls on either end of the poke station with all relevant serving tongs and spoons per ingredient/item as well as mini bowls. Make sure you have already filled containers with ingredients in order to replenish – it'll go fast, trust us!

Collateral – Function Sheet

H O K E Y P O K E Y P O K E B O X

FUNCTION SHEET

Function Coordinator: -	Head Chef:	
Event Date: Thursday 23 May 2019	Delivery vehicle:	Driver:
Event type: Nespresso coffee Origins Launch	Staff transport:	Time:
Event colour and theme: Elegant –Touch of Africa	Kitchen equipment at event:	
Pax: 200pax	Flowers required: Asparagus fern, wheat grass, eucalyptus	
Client Name: Nadine Jardim	Dietary requirements: N/A	
Client contact Nr: 07x xxx xxx4	Strictly Halaal: 6	
Event Address: The Park on 7, Hyde Park Shopping Centre	Kosher: -	
Guest Arrival Time: 10:00am	Vegetarian: 10%	
Delivery Time: 07h00am	Other:	

Notes for Kitchen:

PLEASE TAKE CLEANING PRODUCTS, KITCHEN MUST BE KEPT CLEAN AND NEAT AT ALL TIMES

12 Branded aprons

All crockery and cutlery packed

ORIGINS COFFEE LAUNCH

STYLISH BUILD YOUR OWN HEALTH POKE BOWL:

- Various heirloom tomatoes sliced in half and dusted with cracked black pepper
- Julienne sliced peppers – red, green and yellow
- Cucumber sticks
- Lemon soaked avocado slices
- Spring onion slivers
- Julienne carrots
- Garlic and herb croutons
- Feta cheese blocks
- Kalamata pitted olives
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- Cream cheese
- Glass noodles tossed in olive oil
- Shredded red cabbage
- Fresh micro greens
- Spicy soy sauce
- Pomegranate vinaigrette

ORIGINS HARVEST TABLE:

- Gorgeous oversized platter with a whole Norwegian smoked salmon side with fresh cream cheese, melba toast shards, capers, masses of lemon wedges, cracked black pepper and fresh dill
- Opulent cheese displays with high quality imported cheeses, artisan crackers and breads, roasted mixed nuts, fresh red berries and grapes and preserves
- Large platters filled with fresh paradise fruits drizzled with a passion fruit and berry jus and fresh mint
- Mini bagel displays with a variety of toppings to indulge in:
- Bubbly soaked strawberry on a bed of ricotta cheese, fine chopped mint and chopped almonds
- Brie topped with caramelized onion topped with fine chopped fresh thyme
- Whipped goats cheese on a bed of rocket with bubbly and balsamic reduced cranberries with a hint of lime and fresh foraged herbs
- Spicy grilled perfectly sliced flank strip on red pepper hummus, a dollop of plain yoghurt, topped with parmesan shavings and fresh micro greens

ORIGINS INSPIRED DESSERTS:

- Nespresso infused chocolate tart topped with fresh berries and crushed pistachio
- Nespresso soaked and glazed mini berry tartlets
- Decadent Cheesecake slices topped with edible flowers
- Red berry, rosewater double thick yoghurt shots topped with crushed pistachio and dehydrated crystallized rose petals
- Mini flapjack stacks drizzled with cranberry coulis and chocolate shavings

Collateral - Invoice

HOKEY POKEY POKE BOX

TAX INVOICE			
Function Date: 23-May-19		INVOICE NO.: xxxxxx	
Client:	Zebra Square 16 A Michaelangelo Towers Mall Maude Street		
VAT No.:	4520214984		
Event:	Launch - The Park on 7, Hyde Park		
Banking Details: xxxxxxx xxxxxxx-xxxxxx xxxxxxx xxxxxxx			
Qty	Description	Unit Price	Total
Menu			x
70	Custom Harvest table menu	x	x
1	Décor for harvest table	x	x
70	Pressed juices	x	x
12	Food and drinks waiters @ x/hour for 6 hours	x	x
1	Senior manager	x	x
10	Crew meals (sandwiches & beverage)	x	x
1	Delivery & collection	x	x
SUB TOTAL			x
VAT			x
TOTAL (100% pre payment in order to confirm order)			x

Supplier List

HOKEY POKEY POKE BOX

Services	Supplier
Hiring	Exclusive Hire
Tenting	Outdoor Infrastructure/Downings
Tablecloths	Tablecloth hire
	Afresh Event and Design
Lighting, AV & Technical	Bluemoon Productions
	Sunfire Media
Furniture	Afresh Event and Design
	So Where 2 Events
	Funxion Fusion
	Something Different
	Dish Social
Carpets	Chairscales
	Exclusive hire
Vendor trays	Afresh Event and Design
	Csquare
Printing/design	Digital Dimensions
Coffee/gelato bars	Liquid Chefs
Frozen yoghurt bar	A-Z Productions
Bar structures	Liquid Chefs
	Afresh Event and Design
Draping	RSA Draping



Thank You

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